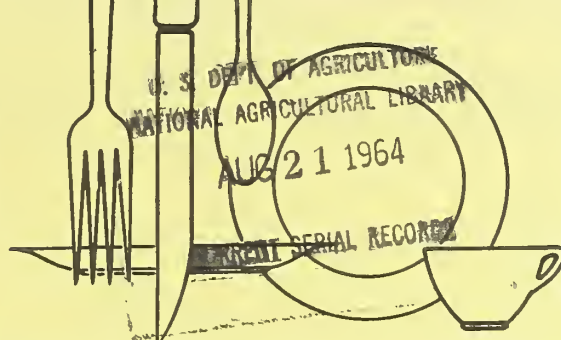


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
 Agricultural Marketing Service

February 28, 1964
 F P - 80

MEATS.....Cattle feeders intend to market about 6% more cattle and calves during the first quarter of the year, than in that same period last year. This would be about 1% more than the number marketed the last quarter of 1963. Most of the heavyweight cattle will move to slaughter this winter. First quarter of 1964 slaughter of grassfed cattle will be somewhat above a year earlier but not as much as fed cattle slaughter. Little change is expected in cow slaughter. Total beef production through the January-March period probably will be up about 6% from last year. Commercial slaughter of sheep and lambs this January through March may be as much as 8 to 10% lower than a year ago. As for hogs, slaughter supplies will dip from year earlier levels before the end of March. Slaughter in the second quarter of 1964 will average somewhat below that period last year.

POULTRY:

Broiler-Fryers....March marketings are expected to run about 5% larger than a year ago.
Turkeys.....The crop is expected to be larger than the 93.4 million birds produced last year, but only a small to moderate increase seems likely.
Eggs.....Larger production than a year ago is likely to continue through next fall. Most of the increase will be in the first half of 1964, though.

DAIRY.....Milk production is increasing seasonally, and daily consumption in the first quarter of this year may run about the same as that period in 1963. Preliminary figures indicate 124,783 million pounds of milk were produced last year, 1% below the record high of 1962.

FRUITS:

Citrus.....Latest estimates place the 1963-64 citrus crop about 2% under the previous season's. Fewer oranges and grapefruit are expected, but more tangerines and lemons. The total orange crop is smaller than a year earlier, but there'll be more oranges available to the season's end, due to a larger crop of Valencias. Grapefruit supplies will be up a little the remainder of this season. Total orange production--estimated at 100 million boxes--runs 4% below a year earlier and nearly a fifth less than average. The grapefruit crop--estimated at 32.4 million boxes--is 7% smaller than a year earlier and 23% below average. Tangerines, forecast at 3.7 million boxes, run 85% greater than last year but about average. Lemons--16.2 million boxes--are about 26% above last year but 3% below average. Stocks of frozen orange concentrate on February 1 totaled 26 million gallons--46% below a year earlier and 2% under average.

Apples.....Cold storage holdings of fresh apples on February 1 stood at 30 million bushels, as against 26 million a year ago and the average of 25 million bushels for that date.

Pears.....Stocks of pears in cold storage February 1 totaled 1,368,000 boxes and baskets, as against 1,538,000 a year ago and average for that date of 1,235,000.

Frozen Fruits.....Cold storage holdings on February 1 totaled 397 million pounds--13% smaller than average.

Canned.....A decline in production marked the 1963-64 pack of fruits. When completed this winter or spring the mainland U.S. pack of canned fruits will probably be a tenth below the previous pack record of over 96 million cases, basis 24 No. 2-1/2 cans.

Dried Fruits.....Severe rain damage to grapes on raisin trays last fall blighted early-season prospects for a considerable increase in 1963-64 production. Therefore, the total pack of processed and packaged dried fruit is now estimated at only a little larger than in 1962-63.

VEGETABLES:

Fresh.....Consumers can expect smaller supplies of fresh vegetables this winter than last. Reductions are likely for tender items such as cucumbers, sweet corn and tomatoes, due to cold weather in Florida. More hardy items suffered minor losses.

Canned.....Total supplies for marketing into mid-year probably are moderately below the record volume of a year earlier, but they're still considerably above average. But every leading canned, as well as frozen vegetable, is in ample to heavy supply.

Frozen.....February 1 stocks totaled 1 billion, 182 million pounds, or 37% above average for that date.

Potatoes.....Supplies into mid-spring will be just a little below last year. The winter crop, accounting for only a small portion of the total supply, is down 4% from a year earlier. While total supplies are smaller than last year, they are more than ample for trade needs.

RICE.....Production of rough rice last year hit a new record of more than 70 million hundredweight.

DRY BEANS.....Production climbed to a record-breaking 20.7 million hundredweight or 12% above average. The pinto crop was 16% larger than a year earlier, the great northern was 55% greater, while pea beans ran up a record, topping the previous record by 11%.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

IT'S FISH 'N SEAFOOD TIME.....March

NATIONAL EGG MONTH.....March

NATIONAL RICE WEEK.....March 15 - 21

CANNED CORN PROMOTION.....March

COTTAGE CHEESE PROMOTION.....April